swissQprint

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Pixelwerx boosts quality and productivity with swissQprint flatbed

Minnetonka, MN-based print service provider Pixelwerx has installed a swissQprint Nyala 5 flatbed printer. The investment strengthens both premium print capabilities and production efficiency, positioning the company for continued growth in retail and experiential graphics.

Pixelwerx offers a broad spectrum of large format printing services for retail clients as well as cosmetics and premium product brands. The company follows a clear strategy: combine maximum capability with a strong willingness to execute virtually any job.

Closing the gap in premium applications

Growing demand for high-end applications led Pixelwerx to expand its UV printing capabilities. Customers increasingly ask for varnish embellishments, dimensional printing along with precise color reproduction. At the same time, they expect fast turnaround. “We needed to raise the bar on quality while increasing throughput,” says Adam Carver, President of Pixelwerx. “The Nyala allows us to do both.”

The new Swiss-made 127.5 × 79.9 in flatbed printer complements existing equipment while replacing some older units. It enables efficient direct-to-substrate production, reliably outputting up to 2723 ft²/h, and reducing multi-step workflows such as printing and mounting.

Enabling new creative possibilities

The Nyala produces high-quality prints and opens up applications such as textured prints, Braille, and other dimensional effects. Internal creative teams and agency partners are already exploring how to integrate these features into retail and experiential projects. By combining creative capabilities with advanced production technology, the company can deliver more impactful solutions while maintaining efficient workflows.

Immediate response from the market

Early market response confirmed the investment. Even before installation, customers requested tests and new project opportunities. “We saw immediate interest, including new business we hadn’t accessed before,” Carver notes. He

expects continued growth and sees the new flatbed platform as a key step in scaling both volume and value-added applications.

Driving growth through consolidation

Beyond expanding the project range, Pixelwerx is pursuing a long-term strategy to simplify its production environment. The goal is to consolidate multiple technologies into a smaller number of highly versatile platforms. “We’re aiming for fewer systems that can do more,” says Carver. “That increases efficiency and helps us build deeper expertise.”

Erik Norman, President of swissQprint America, emphasizes the alignment: “Pixelwerx is focused on capability and responsiveness which is exactly where swissQprint technology delivers value.” He believes that this investment strengthens their position in both high-end and high-volume production.

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Caption

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Pixelwerx, Adam Carver (second from the right) with team (left), and swissQprint technician: The Nyala flatbed unlocks high-end applications while increasing production efficiency.

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